

## Tolle Selected as Loudoun International Ambassador

The Department of Economic Development (DED) has selected an International Business Ambassador to represent the Department and the county to an overseas audience.

Wolfgang Tolle, President and CEO of Loudoun-based Launch-Dreams, LLC, was awarded the \$27,500 county contract following a DED competitive selection process in May and June. Tolle is German speaking and has an extensive background in German and American business. Looking to develop that "most effective and efficient" program for Loudoun, Tolle reports his first task will be "developing a sound plan that includes the basics of an international economic development program while setting the stage for a successful and efficient long-term approach."

This could include initiating a planning session with Loudoun stakeholders, creating a baseline study of international businesses currently located in Loudoun County, reaching out to and networking with Loudoun-based foreign-owned businesses and other international entities, and creating marketing material for international markets. One of the most important aspects to the job, however, will simply be establishing relationships with potential companies so they understand Loudoun's assets and are comfortable considering the county for a business location.

"Foreign companies, like domestic businesses, make location decisions based on common factors such as market opportunity, proximity to customers, distribu-

*(See Ambassador, continued on page 3)*



**International  
Business  
Ambassador  
Wolfgang Tolle**

### Department's Prospect Activity—June:

- Conducted 20 business visits, 1 presentation and 1 tour
- Assisted 9 new business start-ups
- Worked with 5 new and 33 on-going prospects
- Distributed 6,000 PYO/Roadside Stand Guides
- Received 44,918 hits on [www.loudoun.gov](http://www.loudoun.gov), with 10,727 user sessions
- Received 60,933 hits on [www.loudounfarms.org](http://www.loudounfarms.org), with 2,616 user sessions

## Sterling Joins Forces with Main Street Loudoun

The Sterling Foundation, Main Street Loudoun (MSL) members, and approximately 35 community participants joined forces June 30 to begin bringing Loudoun's first eastern suburb into the Main Street Loudoun program.

The Sterling Foundation is a not-for-profit community organization dedicated to improving the quality of life in Sterling. The foundation provides year-round support for the community's drop-off recycling center, sponsors the annual "SterlingFest" celebration, and organizes and funds their self-titled "Main Street in the Making" program of maintenance and landscape improvement along Sterling Boulevard, the area's main thoroughfare. The foundation is now looking to the county's Main Street Loudoun program to help the community make even more substantial enhancements to the area.



**Key participants included government and community organization leaders.**

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## Announcements and Expansions

### New & Existing Business



Trex will be leasing three of the seven floors at 21000 Atlantic Boulevard.



IT Cadre focuses on improving "order to cash" business problems, including lost orders, incorrect billing, and incorrect supplier charges.

- ♦ **Trex Company, Inc.** ([www.trex.com](http://www.trex.com)), announced a long-term lease at 21000 Atlantic Boulevard in the Corporate Office Park at Dulles Town Center July 5. The leased space is 80,071 square feet and will serve as the company's national headquarters. Approximately 80 employees will be brought to Loudoun.

Trex is one of the nation's leading manufacturers of alternative decking, turning millions of pounds of recycled and reclaimed plastic and waste wood each year into Trex decking. Most of these raw materials come from recycled plastic grocery bags, reclaimed pallet wrap and waste wood.

The new company headquarters is in the Class A Lerner Enterprises office structure located at the intersections of Route 7 and Route 28. The building has won multiple design awards, and is best known for its exterior neon accents.

"The Corporate Office Park at Dulles Town Center is truly a gateway location, with easy access, major amenities and space for growth," said Robert G. Matheny, Chairman and CEO of Trex Company, Inc. "Most importantly, access to

the larger skilled professional labor pool and corporate services in this area will allow us to better support our continued growth as a company."

Lerner Enterprises, which has held the property vacant since its construction in 2002, welcomed its first tenant.

"We are excited about welcoming Trex Company, Inc. as our lead office tenant at Dulles Town Center," stated Mark D. Lerner, a principal of Lerner Enterprises. "We see this as a significant sign of Loudoun County's strength and look forward to further developing this mixed-use site where people can live, work and shop."

- ♦ **IT Cadre** ([www.itcadre.com](http://www.itcadre.com)) has leased 2,600 square feet in Loudoun Tech Center. The company specializes in business process solutions, including business process engineering and government proposal support. IT Cadre employs eight and anticipates hiring an additional five to ten employees following its move.

♦ **Watch this space!** Exciting new leases are in the works for Archon's three buildings at Loudoun Exchange on the Dulles Greenway. Details should follow in the next edition of *LoCoMotion*.



**Blackberrys Coffee Shop & Marketplace**, which advertises itself as "Something old, something new & a cup of fresh brewed coffee," is now operating a mobile coffee shop at special events around Loudoun, and has applied for a rezoning to open a permanent shop on Main Street in Round Hill. If the commercial rezoning is approved, Blackberrys will offer frappes, smoothies, baked goods, and ice cream from its in-town location, as well as décor, garden, seasonal and gift items and home furnishings. The company, owned by Loudoun resident Jennifer Jenkins, will feature "comfy chairs," high speed Internet, and a conference room for meetings or small parties. Jenkins states that she hopes to have the shop open by Christmas.

## In the News

- Howard Hughes Medical Institute (HHMI) announced June 29 that it has hired its first seven group leaders to lead research at the Janelia Farm Research Campus. The leaders were selected from more than 300 applicants. HHMI will hold a second open application process during the fall of 2005. When the campus is fully operational, there will be 24 group leaders and a permanent research staff of about 300 scientists.

"These [scientists] bring extensive experience in biology, computational biology, genetics, mathematics and physics. But more importantly, they all share a deep curiosity about major scientific questions that lie at the boundaries of these disciplines," said HHMI President Thomas R. Cech.



In addition to the group leaders, Cheryl A. Moore has been hired as Janelia Farm's Chief Operating Officer. Moore was previously

the senior vice president and chief operating officer at the Burnham Institute in La Jolla, California.

*(Ambassador, continued from page 1)*

tion networks, and tax and regulatory environments," explained Tolle. "But on top of that, 'quality of life' in the broadest sense is a very important factor, especially for foreign businesses."

"Imagine you would have to move across the Atlantic or Pacific to live there permanently or at least for a while," he continued. "When you take that step into the unknown, the more comfortable and 'at home' you feel, the easier it will be for you to make that decision. I want to help make Loudoun County a trusted partner for foreign business so that they will consider locating in our beautiful county."

Tolle praises Loudoun's assets and sees much to offer to international businesses. The county, he said, "offers a tremendous quality of life with its open spaces and wonderful developments. Combine that with the culturally very attractive Washington, DC region with its international flavor, and it's a perfect combination. Loudoun County is the perfect place for international businesses to locate not just an office, but a headquarters. Over the next decade or two, because of our tremendous assets, our vision should be to help develop Loudoun County as a premier location and hub for international businesses."



Tolle also stated that Loudoun's "quaint towns with European feel" are an asset in attracting international business.

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"I think that the foundation realized that there are many groups in Sterling doing many different things, but one umbrella organization needs to bring them together in a coordinated effort," said DED's M.E. Yancosek Gamble, who presented Main Street Loudoun information at the June meeting. She explained that while Sterling Park was revolutionary when it was constructed 40 years ago, it was created before the era of home owner associations that can have greater influence on long term community design and development. Gamble said that Main Street Loudoun can assist the community in focusing on these newer, larger issues, such as area-wide infrastructure revitalization and the need to manage retail & service growth in a way that preserves quality of life.

Following Gamble's presentation, 100 percent of the returned participant surveys suggested that they wanted the Sterling community to join Main Street Loudoun. The next steps, said Gamble, will include the Sterling Foundation Board, Main Street in the Making volunteers, and Main Street Loudoun members meeting on July 25 at 7pm at the Sterling Community Center to work on future plans.

"I think having a suburb like Sterling become a member of Main Street Loudoun is essential," she said. "The National Main Street model used to focus on revitalization in historic towns, but they have recently discovered that with adjustments, their model works with suburbs as well."



## Loudoun County Economic Development Progress

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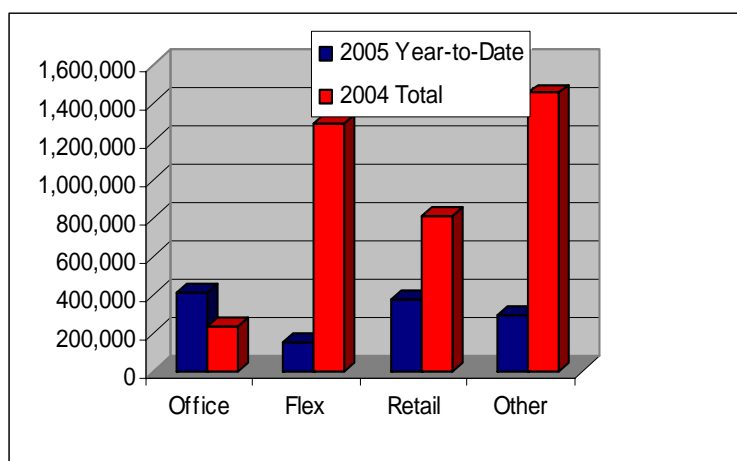
## Department and Commission News

- ◆ The Department of Economic Development (DED) received approval from the Board of Supervisors' Finance and Economic Development Committees in June to move forward with an *Urban Land Institute* (ULI) panel study of a Loudoun County-owned business park. DED proposed the study to obtain best practice recommendations for the development of a 101-acre commercial land parcel in Ashburn that the county purchased in 2004. As part of the project, ULI will study Loudoun's existing commercial real estate base, interview 50 to 75 community stakeholders, and hold a five-day panel discussion with nationally recognized real estate experts selected from ULI's 15,000-person membership base. DED and county leaders will meet with ULI representatives in July to begin the process, with the panel session expected to be held in the fall.
- ◆ Chip Umbaugh has completed the creation of the county's *25th Agricultural and Forestal District*. Using an application from the National Trust for Historic Preservation, the 3,400-acre Oatlands Plantation was approved as the core of the new district. Applications for seven adjacent land parcels also met the requirements to be included. DED is now focusing on the re-creation of the Oakhill Agricultural and Forestal District.
- ◆ The Economic Development Commission's June meeting included an update and panel discussion on bringing *Metrorail to the Dulles Corridor*. Details are at [www.loudoun.gov/edc](http://www.loudoun.gov/edc).

## Construction Activity

In May 2005, Loudoun County permitted a total of 284,672 square feet (SF) of nonresidential construction. The combined value of new buildings (\$23,914,630) and alterations (\$9,971,899) is over \$33 million.

- ◆ Office — 57,645 SF in May and 208,913 SF in April
- ◆ Flex/Industrial — 104,912 SF in May and 14,100 SF in April
- ◆ Retail — 85,364 SF in May and 170,538 SF in April
- ◆ Other — 36,751 SF in May and 70,534 SF in April
- ◆ Taxable — 282,499 SF in May and 427,983 SF in April
- ◆ Route 28 — 109,142 SF in May and 155,176 SF in April



Nonresidential Construction — Square Feet Permitted  
2005 Year-to-Date and 2004 Total